



## Gretchen Zimmermann

VP of Clinical Strategy  
Vida Health

Gretchen Zimmermann, MBA, RD, LDN, CDCES, CSOWM is a healthcare executive, registered dietitian, and thought leader in digital health innovation. With over 15 years of experience in clinical care and leadership, she is committed to transforming healthcare through cost-effective, outcome-driven, and patient-centered care models.

Specializing in bariatric nutrition, obesity management, and diabetes care, Gretchen has worked across inpatient and outpatient settings, leveraging her expertise to scale sustainable, evidence-based health solutions that improve patient outcomes.

As Vice President of Clinical Strategy at Vida Health, she drives clinical innovation and revenue growth, partnering with C-suite executives to align strategy with business objectives. She leads segmentation strategies to optimize outreach to clinical consultants and expand the commercial pipeline, prioritizing relationship-building to drive growth and strategic partnerships.

Her expertise is nationally recognized, with publications in academic and industry journals on diabetes, digital health, and nutrition. Featured in Shape, HuffPost, MSN, Behavioral Health Tech, Eating Well, and more, she remains committed to advancing healthcare innovation, advocating for health equity, and elevating the role of registered dietitians to drive better patient outcomes.